o Not just an Army challenge – a challenge for the nation.... How can you help?

- O The Army seeks adult advocates to support a youth's decision to join the Army.
  - O The Army seeks qualified, motivated Americans to step forward and serve.
    - Public support to Soldiers remains strong.

o Criminal and moral misconduct disqualifies many.

projected to grow to one in four by 2015.

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o The national high school dropout rate is 20 percent.

o Fewer than one in four 17-24 year olds are fully qualified to join the Army.

O Young people must aspire to be a Soldier, to embrace the Warrior Ethos.

o The Army is looking for the best to join the profession of arms-

we recruit the All-Volunteer Force.

o Recruiting success continues in FY 12, but the Army and the US still face challenges as

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**USAREC also recruits for:** Army Medical Department (AMEDD), Officer Candidate (0CS), Special Forces (18X), Translator (09L), Special Forces Enlisted, Ordnance (89D), Civil Affairs Officer, Civil Affairs Enlisted, Military Information Support Operations (MISO), 160th Special Operations Aviation Regiment (SOAR), Non-Rated Crew Members (NRCM), Aviation Back Shop Maintenance, Service Support, In-Service Warrant Officer (Tech), In-Service Warrant Officer (Tech), Programment Candidate Conversions, and Band In-Service Warrant Officer (Flight), Chaplain, Chaplain Candidate Conversions, and Band

Fiscal Year 2012, 3Co. Active Army 58,000; Army Reserve 16,520\*\*\*

\*\* Active Army Reserve mission includes 320 0C6 18

\*\* Army Reserve mission includes 320 0C6 18

Fiscal Year ZOT1 Accomplishments: Active Army 64,010 against a mission of 64,000 (00.0%); Army Reserve 19,998 against a mission of 10,52C (103.5%)

Jan-Feb 2012

# U.S. Army Recruiting Command

# USAREC Fiscal Year 2012 Focus Areas

# 2. Exhibit the highest standards of professionalism both on and off duty

- It is an honor and responsibility to be the Army's ambassadors across the nation.
- Acting unprofessionally brings discredit to all who wear the uniform.
- o Recruiters are the Army's ambassadors in Hometown, USA. As such, recruiters represent the Army in the towns and cities where they serve, and must always maintain themselves as values-based professionals who follow a code of ethics and adhere to the Army's high standards.
- o Recruiters live the Army Values Loyalty, Duty, Respect, Selfless Service, Honor, Integrity, and Personal Courage both on and off duty.
- o Leaders in USAREC, from headquarters to station, set the standard for professionalism by treating all with respect and fairness, adhering to law, regulation and policy, and by encouraging subordinates to follow their example.
- o Army Leaders set the example of living the Army Values. As role models for youth, Army recruiters exhibit those values and endeavor to inculcate them in Future Soldiers.
- o Army recruiters present a professional image in their contacts with the media and with posting comments and/or photographs on social media.
- o As a profession, the Army is self-policing. Army recruiters living the Army Values will observe all laws, regulations and policies, or will accept the consequences of their actions if they fail to do so.
- o As role models, Army recruiters do not fraternize with applicants or Future Soldiers and will behave with utmost respect toward leaders, peers, and members of the public.
- o As professionals, Army recruiters do not conceal, assist in the concealment, or advise an applicant to conceal any relevant medical information, whether or not disqualifying; nor do recruiters give or advise applicants to use any pharmaceutical product, medication, or remedy, whether controlled, prescribed, or sold over the counter, for the purpose of meeting enlistment or commissioning eligibility.
- o USAREC takes allegations of recruiting impropriety very seriously. As a profession, we are self-policing and we investigate every allegation of recruiting impropriety that is brought to our attention. We then take appropriate actions as necessary upon completion of the investigation.

These key messages are provided to help USAREC personnel respond to questions from the general public and the news media. For current key messages and additional talking points, go to the G7/9 Page on the USAREC Intranet Portal or call (502) 626-0164 or (502) 626-0167, USAREC Public Affairs. This product is

as overweight -- www.childstats.gov/americaschildren/health7.asp  $\delta$  ni I

The State of the

Lewin Group 2007 Study

1 in 4 not qualified -- Woods & Pool 2012 Population Estimates;

#### KEY MESSAGE SOURCES:

- And always remember...You're a Soldier first! Soldiers are our credentials!
- Be Professional... We represent the Army (and those serving in harm's way)
  - Truly care about your Soldiers and their families (If you don't...who will?)
    - The Army is a TEAM sport
    - Disciplined...both on and off duty
    - Don't get too emotional Get mad and get over it...quickly
      - Be positive

#### Leadership and Professionalism

- Relationships...Internal / External (Fellow Cdrs/CSMs, USAAC, USACC
  - Doop 9d neo 9pned Change can be good
  - Anticipation is the key to success Look ahead and be proactive
    - Remember where you came from Life is tough there too!
  - Tough business...not everyone is suited to being a Soldier
     Bottom line: It's an honor and privilege to serve...not a right
    - And...a genuine desire to serve
      - · Right skills and qualifications
    - Must ensure the quality of the force

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#### USAREC Commanding General's Imperatives

## **USAREC Fiscal Year 2012 Focus Areas (cont.)**

#### 3. Focus and excel in small unit recruiting.

- All Recruiting personnel will work as a team at every level.
- Our operations will be the same as the rest of the Army.
  - Our success in FY 11 enables the command to continue transformation initiatives in FY 12 with the implementation of Small Unit Recruiting.
  - Small Unit Recruiting is a Commander's program focused on teamwork and leader development
  - $\bullet$  lt continues the evolution of recruiting operations by placing command emphasis on team success.
  - Small Unit Recruiting empowers first-line leaders to employ every member of their team according to their individual strengths in support of the station mission.
  - It leverages lessons learned from Team Recruiting, Pinnacle pilot units and field feedback.
  - USAREC is implementing Small Unit Recruiting in FY12, an intermediate objective in our transformation to Pinnacle by FY15.

### **Enlistment Benefits**

## **Active Army**

- Enlistment bonuses totaling up to \$40,000
- Up to \$65,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

#### **Army Reserve**

- Enlistment bonuses totaling up to \$20,000
- Mobilization stabilization while in college (ECS)